

# CALIFORNIA OCEAN COMMUNICATORS WORKSHOP

*Sponsored by*  
**NOAA National Marine Sanctuary Program,  
California Resources Agency  
and  
Monterey Bay Aquarium**

**Friday, April 28, 2006**  
Monterey Bay Aquarium,  
Monterey, California



NATIONAL MARINE  
SANCTUARIES



MONTEREY BAY  
AQUARIUM



# *California Ocean Communicators*

*Creating a strong voice for the Ocean in California*

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You are California Ocean Communicators - communications professionals from ocean-related organizations, industries and agencies who work daily with ocean messages and communicate those messages to thousands, if not millions of Californians.

The goal in bringing Ocean Communicators together is to increase public ocean awareness in California through agreement on messages, cooperation in communicating those messages, and engaging in coordinated projects geared towards raising public ocean awareness.

California Ocean Communicators Workshops are the mechanism through which Ocean Communicators are brought together. The one-day workshops sponsored by NOAA National Marine Sanctuary Program, the State of California Resources Agency and aquarium partners, bring together California Ocean Communicators for the purpose of networking, messaging and public awareness projects.

The Southern California Ocean Communicators Workshop was held in Long Beach, April 28, 2005 at the Aquarium of the Pacific. 75 marketing/communications professionals attended. Participants identified ocean messages and formed the Alliance, a network of California ocean communicators who maintain contact on ocean issues and messages.

The Northern California Ocean Communicators Workshop was held in San Francisco February 10, 2006 at the California Academy of Sciences. Participants refined ocean messages identified in Southern California and recommend elements for the California Public Ocean Awareness Campaign.

The *Ocean Communicators Alliance's* role in increasing public ocean awareness has been written in to the *California Ocean and Coastal Information, Research, and Outreach Strategy* presented by the California Ocean Protection Council. Please see: <http://resources.ca.gov/copc>. Building a public outreach strategy is a key action in the State of California's Ocean Action Plan. ([http://resources.ca.gov/ocean/Cal\\_Ocean\\_Action\\_Strategy.pdf](http://resources.ca.gov/ocean/Cal_Ocean_Action_Strategy.pdf))

In the following pages you will find the names of invitees and workshop participants from the Northern and Southern California workshops along with a brief description of the organizations they represent. This list represents a California-wide network of ocean communication specialists. We hope it will help in providing you with an opportunity for future cooperative messaging for ocean conservation.

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Notes

**Adopt-A-Waterway**

Adopt-A-Waterway<sup>®</sup> is a national program that brings together the public and private sectors to raise money for local governments, through corporate sponsorships, to meet government regulations and clean up pollution caused by urban and storm water runoff.

**Amigos de Bolsa Chica**

The specific and primary purpose of Amigos de Bolsa Chica is to advocate the preservation of the Bolsa Chica and to encourage public acquisition and planning to restore it to its natural marsh state surrounded by open space.

**Aquarium of the Bay**

Opened in 1996 and enhanced in 2001, Aquarium of the Bay is a unique educational and entertainment facility dedicated to the rich and diverse aquatic life of San Francisco Bay and its surrounding waters. The Aquarium provides a window to the Bay that focuses on its distinctive ecosystems to entertain, educate and inspire preservation of this wonderful natural resource.

**Aquarium of the Pacific**

a nonprofit institution, celebrates our planet's largest and most diverse body of water: the Pacific Ocean. Home to more than 12,500 animals, the Aquarium features hands-on discovery labs, the Llorikeet Forest aviary, its interactive Shark Lagoon and the 2005 MUSE Award-winning kiosk exhibit Whales: Voices in the Sea. The Aquarium is dedicated to ocean education and conservation and features a variety of public and school programs as well as its Marine Conservation Research Institute.

**Birch Aquarium at Scripps**

As the public exploration center for world-renowned Scripps Institution of Oceanography, Birch Aquarium has delighted San Diego's residents and visitors with the wonders of the ocean for more than a century. A stunning variety of colorful, Pacific marine life is featured in more than 60 habitats. Interactive and multimedia exhibitions showcase the mysteries of ocean, air, land and life and interpret the cutting-edge discoveries made by Scripps explorers. Public programs embrace seasonal exhibitions and are suited for all ages in a variety of topics and indoor/outdoor settings.

**The Blue Frontier Campaign**

works to support seaweed (marine grassroots) efforts at the local, regional and national level, with an emphasis on bottom up organizing to bring the voice of citizen-activists into national decision-making that will impact our public seas. Through books, conferences, public speaking and production of training materials it seeks to build unity, provide tools and enhance awareness of common-sense solutions that exist for the protection, restoration and exploration of our living seas.

**Bluewater Network**

works to stop environmental damage from vehicles and vessels, and to protect human health and the planet by reducing dependence on fossil fuels. Bluewater Network is a division of Friends of the Earth – the U. S. voice of the world's largest network of environmental groups with one million supporters in 70 countries across five continents

### **Cabrillo Marine Aquarium**

This City of Los Angeles facility has provided extensive and engaging education on ocean life for schools and the public for over 70 years. Its modern seaside facilities include the aquaria and museum exhibits of the Southern California Marine Life hall, a new Exploration Center linked to activities in the adjacent Cabrillo Coastal Park, a new Aquatic Nursery exhibit hall with opportunities for student research, the new Virginia Reid Moore Marine Research Library, a teaching laboratory, and the 300-seat John M. Olguin Auditorium.

### **Meg Caldwell**

is a senior lecturer in law and director of the Environmental and Natural Resources Law and Policy Program. She specializes in land use, municipal law and environmental partnerships. Professor Caldwell's current research focuses on the environmental effects of local land use decisions, the use of science in environmental and marine resource policy development and implementation, and private and public incentives for natural resource conservation. Governor Schwarzenegger appointed Caldwell to the California Coastal Commission in June 2004, and her fellow commissioners elected her to chair the commission the following December.

### **California Academy of Sciences/ Steinhart Aquarium**

Founded in 1853 as the first scientific institution in the West, the California Academy of Sciences' mission is to explore and explain the natural world. With eight scientific research departments, the Academy's natural history collections are utilized by scientists from around the world. Our scientists discover, collect and study invaluable specimens of animals, plants, minerals and anthropological artifacts from around the world.

### **California Coastal Commission**

is a state agency whose mission is to protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations. The Commission operates under the California Coastal Act, which provides authority for planning and regulating development and natural resource use along the coast in partnership with local governments. The Commission's Public Education Program supports the agency's mission by providing programs and materials that teach the public to be stewards of our beaches and ocean.

### **California Coastal Conservancy**

established in 1976, is a state agency that uses entrepreneurial techniques to purchase, protect, restore, and enhance coastal resources, and to provide access to the shore. We work in partnership with local governments, other public agencies, nonprofit organizations, and private landowners. To date, the Conservancy has undertaken more than 950 projects along the 1,100 mile California coastline and around San Francisco Bay.

### **California Coastkeeper Alliance**

The California Coastkeeper Alliance coordinates and supports the work of local California Waterkeeper programs in an effort to provide a statewide voice for safeguarding California's waters, and its world-renowned coast and ocean, for the benefit of all Californians and for California's future. The Alliance is made up of ten separate Waterkeepers spanning the coast from Humboldt Bay to San Diego.

**California Department of Boating and Waterways (Cal Boating)**

is the state's boating agency. The department promotes on-the-water safety and helps develop convenient public access to the waterways through programs funded by vessel registration fees, boating fuel tax dollars and boating facility construction loan payments. In addition, Cal Boating promotes clean boating, controls invasive species, and funds beach erosion studies and beach restoration projects.

**California Department of Fish and Game, Marine Region**

The mission of the California Department of Fish and Game, Marine Region is to protect, maintain, enhance and restore California's marine ecosystems for their ecological values and their use and enjoyment by the public. The Marine Region is responsible for protecting and managing California's marine resources under the authority of laws and regulations created by the State Legislature, the Fish and Game Commission, and the Pacific Fishery Management Council.

**Cal EPA**

The California Environmental Protection Agency (Cal/EPA) was created in 1991 by Governor's Executive Order. The six Boards, Departments and Office were placed within the Cal/EPA "umbrella" to create a cabinet level voice for the protection of human health and the environment and to assure the coordinated deployment of State resources. Our mission is to restore, protect and enhance the environment, to ensure public health, environmental quality and economic vitality.

**California Marine Life Protection Act (MLPA) Initiative**

The California MLPA Initiative is a public-private partnership designed to help the State of California implement the Marine Life Protection Act (MLPA), guided by the advice of scientists, resource managers, experts, stakeholders and members of the public. The MLPA directs the state to reexamine and redesign California's MPA system to increase its coherence and its effectiveness at protecting the state's marine life, habitat and ecosystems. The objectives of the MLPA Initiative are to oversee the development of a draft MLPA Master Plan Framework, oversee a regional project to develop a proposal for alternative networks of marine protected areas in an area along the central coast, prepare a comprehensive strategy for long-term funding of MLPA implementation, and develop recommendations for improved coordination with federal agencies involved in marine protected areas management.

**California Resources Agency**

The Resources Agency is responsible for administering programs that conserve, preserve, restore and enhance the rich and diverse natural and cultural resources of California. The agency has 15,000 employees in 24 departments, commissions, boards and conservancies related to California's conservation, water, fish and game, forestry, parks, energy, coastal, marine, and landscape issues.

**California State Parks**

California State Parks contains the largest and most diverse natural and cultural heritage holdings of any state agency in the nation. State park units include underwater preserves, reserves, and parks; redwood, rhododendron, and wildlife reserves; state beaches, recreation areas, wilderness areas, and reservoirs. Responsible for almost one-third of California's scenic coastline, California State Parks manages the state's finest coastal wetlands, estuaries, beaches, and dune systems.



### **Cannery Row Company**

The Cannery Row Company is a diversified real estate development, leasing and management company with holdings predominantly on Cannery Row in Monterey, California, as well as throughout Northern California. The Cannery Row Company owns 70% of the property along Cannery Row, one of America's most famous streets, popularized by Nobel and Pulitzer award winning author, John Steinbeck, through his characters in Cannery Row and Sweet Thursday. Located on picturesque Monterey Bay, Cannery Row is a destination drawing tourists from around the world.

### **Center for Marine Biodiversity and Conservation**

The Center of Marine Biodiversity and Conservation (CMBC) was established at the Scripps Institution of Oceanography in May 2001 with five main goals: 1) Investigation: To assess the state of marine ecosystems now and in the past and develop predictive models for the future. 2) Education: To train new marine biodiversity and conservation scientists in the United States and around the world. 3) Integration: To develop novel interdisciplinary approaches linking the biological, physical, social and informatic sciences. 4) Communication: To increase public understanding of scientific issues and provide sound scientific analyses to policy makers. 5) Application: To design technically sophisticated, regionally appropriate strategies to prevent and reverse biodiversity collapse.

### **Channel Islands Marine Sanctuary Foundation**

Channel Islands Marine Sanctuary Foundation is a 501(c)(3) nonprofit organization founded in 1995 to support the management, research and educational goals of the Channel Islands National Marine Sanctuary. The Foundation and the Sanctuary work together to ensure this unique area is preserved for current and future generations.

### **Channel Islands National Marine Sanctuary**

encompasses 1,252 square nautical miles of water from mean high tide to six nautical miles offshore of Santa Barbara, Anacapa, Santa Cruz, Santa Rosa, and San Miguel Islands. The sanctuary is a special place for species close to extinction, sensitive habitats, shipwrecks, and maritime heritage artifacts. Many valuable commercial and recreational activities, such as fishing, shipping, and tourism occur in the sanctuary. A comprehensive ecosystem management approach is used to promote long-term conservation of sanctuary waters, wildlife, habitats, and cultural resources, while allowing compatible human uses.

### **Channel Islands National Park**

Channel Islands National Park encompasses five of the eight California Channel Islands (Anacapa, Santa Cruz, Santa Rosa and San Miguel Island and Santa Barbara Island) and their ocean environment, preserving and protecting a wealth of natural and cultural resources. The Channel Islands are home to over 2,000 terrestrial plants and animals, of which 145 are found nowhere else in the world. Marine life ranges from microscopic plankton to the blue whale, the largest animal to live on Earth. Archeological and cultural resources span a period of more than 10,000 years of human habitation. Congress ensured the protection of these fragile island resources in the act that created Channel Islands National Park in 1980. The mission of the National Park Service is to provide for human use and enjoyment of the islands, while preserving them for present and future generations.

**Richard Charter**

serves as Co-Chair of the National Outer Continental Shelf (OCS) Coalition, and has been working for nearly three decades to ensure continued protection for sensitive coastlines threatened by offshore oil and gas drilling. Richard coordinated the local government support that led to the creation of the Gulf of the Farallones, Cordell Bank, Channel Islands and Monterey Bay National Marine Sanctuaries. He currently works on ocean protection issues throughout the Pacific Rim, including offshore oil and gas, ocean mining, carbon sequestration and the creation of marine protected areas to restore damaged fisheries and restore coastal ecosystems.

**Chumash Maritime Association**

The Chumash Maritime Association (CMA) was formed in 1996 by a small group of Chumash people working to revitalize the Chumash indigenous maritime heritage of the Central Coast. CMA is committed to strengthening the dignity and identity of Chumash people of all ages by reclaiming our culture through practical knowledge of our homeland in all its elements. Our mission includes collaboration with local grass-roots environmental groups and our ocean partners such as CINMS, CINP, and Santa Barbara Maritime Museum in mobilizing educational and hands-on projects that support restoring earth and sea to health.

**Coalition of Organizations for Ocean Life (COOL)**

COOL is a coalition of national and regional environmental groups and recreational ocean lovers, working on the Central Coast of California. The mission of the Coalition of Organizations for Ocean Life is to foster the creation of a network of marine reserves that will help restore, enhance and protect the diversity and abundance of California's marine life and underwater habitats, and to educate the public on the value of marine reserves and healthy oceans.

**Coastal Watershed Council**

CWC advocates for the preservation and protection of coastal watersheds through the establishment of community-based watershed stewardship programs and works in partnership with schools, community organizations and local government. The Coastal Watershed Council emphasizes hands-on learning- getting community members out into the watershed to learn about water quality, riparian and wetland ecosystems and the problems impacting our watersheds.

**COMPASS**

is a partnership of SeaWeb, the Monterey Bay Aquarium's Center for the Future of the Oceans and leading academic marine scientists. COMPASS combines the skills of its partners to advance and communicate marine conservation science to policymakers, the public and the media. Our goal is to accelerate the pace of solutions to important marine environmental problems.

**The Coral Reef Alliance (CORAL)**

CORAL is a member-supported, non-profit organization, dedicated to keeping coral reefs alive by integrating ecosystem management, sustainable tourism, and community partnerships.

### **Cordell Bank National Marine Sanctuary**

is one of the 13 NOAA National Marine Sanctuaries and one of four in California's productive waters. The sanctuary protects an area of 397 square nautical miles (526 square miles) off the northern California coast. Cordell Bank is located on the continental shelf, about 43 nautical miles (nm) northwest of the Golden Gate Bridge and 18 nm west of the Point Reyes lighthouse. This rocky submerged island emerges from the soft sediments of the continental shelf, with the upper pinnacles reaching to within 120 feet of the ocean's surface encompassing brilliant and diverse marine life, above and below the water.

### **COSEE**

The Centers for Ocean Sciences Education Excellence (COSEE) is a network of ten regional centers that act locally and regionally, as well as dream, think and act nationally. Two centers exist in California, COSEE-West (<http://www.usc.edu/org/cosee-west/index.html>) and COSEE California (<http://www.cacosee.net>). The goals of COSEE are to: promote the development of effective partnerships between research scientists and educators; to disseminate effective ocean sciences programs and the best practices that do not duplicate but rather build on existing resources; and to promote a vision of ocean education as a charismatic, interdisciplinary vehicle for creating a more scientifically literate workforce and citizenry.

### **Defenders of Wildlife**

The world's oceans are in crisis. From our coastal wetlands to the ocean depths, marine species and ecosystems face a staggering array of threats, including overfishing, habitat loss, pollution and global climate change. No single group can address all of these threats, but Defenders of Wildlife, with our marine program office in the Monterey Bay area, is playing an increasingly important role in specific efforts to stem the tide of extinction in the world's seas

### **Mark Dowie**

serves on the Gulf of the Farallones National Marine Sanctuary Advisory Board. He teaches science at the University of California Graduate School of Journalism in Berkeley. He is also researching the historical relationship between conservation and indigenous peoples at MIT. And he is a former publisher and editor of Mother Jones magazine.

### **Earthjustice**

is a non-profit public interest law firm dedicated to protecting the magnificent places, natural resources, and wildlife of this earth and to defending the right of all people to a healthy environment. We bring about far-reaching change by enforcing and strengthening environmental laws on behalf of hundreds of organizations and communities.

### **Ecotrust**

is a conservation organization committed to strengthening communities and the environment from Alaska to California. We work with native peoples and in the fisheries, forestry and farming sectors to build a regional economy that is based on social and ecological opportunities.

### **Elkhorn Slough National Estuarine Research Reserve**

The National Estuarine Research Reserves System is a network of 26 areas representing different biogeographic regions of the United States that are protected for long-term research, water-quality monitoring, education and coastal stewardship. Administered by the National Oceanic and Atmospheric Administration, the reserve system is a federal-state partnership. Located 3.5 miles east of Moss Landing, Elkhorn Slough is one of the relatively few coastal wetlands remaining in California. The lead state agency is California Department of Fish and Game.

### **Environment Now**

Their mission is to be an active leader in creating measurably effective environmental programs to protect and restore California's environment. Since inception, Environment Now's focus has been on critical issues near to the hearts of Californians and our founders: preserving and restoring coastal, freshwater and forest ecosystems and improving air quality and urban sustainability. Their goal is to restore the balance and health of California's ecosystems through an intelligent combination of enforcement of existing laws, and application of technology and process improvements to eliminate unsustainable practices.

### **Environmental Defense**

a leading national nonprofit organization, represents more than 400,000 members. Since 1967 it has linked science, economics, and law to create innovative, equitable, and cost-effective solutions to the most urgent environmental problems. Environmental Defense is dedicated to protecting the environmental rights of all people, including future generations. Among these rights are clean air, clean water, healthy, nourishing food, and a flourishing ecosystem. As an American organization, Environmental Defense will always pay special attention to American environmental problems and to America's role in both causing and solving global environmental problems.

### **The Essential Image Source Foundation**

The Essential Image Source Foundation (EISF) is a non-profit documentary film foundation with primary offices in Santa Barbara and Malibu, California, as well as satellite offices in North Palm Beach, Florida, NYC, New York and Maui, Hawaii. EISF's mission is to make a difference through high definition (HD) documentary films, produced with strategic partnerships and alliances for the benefit of education, science and outreach. Presently, EISF is collaborating with The Channel Islands National Marine Sanctuary and Channel Islands National Park to produce a high definition docu-feature about the Channel Islands, along with an accompanying high definition image library.

### **Farallones Marine Sanctuary Association (FMSA)**

was established to protect Gulf of the Farallones National Marine Sanctuary wildlife and habitats through the development of a diverse community of informed and active ocean Sanctuary stewards. FMSA supports the Sanctuary through collaborative education, interpretation, outreach and research programs. Working together, the Sanctuary and the Association have established leadership programs in the protection of its living resources through citizen involvement.

**Friends of the Colorado Lagoon**

Friends of Colorado Lagoon is a coalition of concerned citizens working to preserve and restore Colorado Lagoon. We promote wetlands and marine science education and cooperative solutions to ensure a healthy balance between recreation, flood management, safe water and wildlife habitat for Colorado Lagoon.

**Friends of the Moss Landing Marine Laboratories**

believe that scientific knowledge is essential to the preservation of the world's ocean and coastal environments. The faculty of MLML consists of internationally recognized experts in these areas. Friends seek to serve as a liaison between MLML and the community-at-large; to support the research, education, and conservation work of the laboratories; and, foster such support through public education programs, events, fundraising activity, and an active alumni association.

**Friends of the Sea Otter (FSO)**

is an advocacy group dedicated to actively working with state and federal agencies to maintain the current protections for sea otters as well as to increase and broaden these preservation efforts. We wish to inspire the public at large about the otters' unique behavior and habitat.

**Gulf of the Farallones National Marine Sanctuary**

encompasses 1,255 square miles of open ocean and coastal estuaries just beyond San Francisco's Golden Gate. The sanctuary is one of the most productive marine ecosystems on the planet, supporting feeding populations of blue and humpback whales, white sharks, and a breeding rookery of over a quarter-million seabirds. Some of the busiest shipping lanes on the west coast traverse the sanctuary, and the Gulf's thriving salmon and Dungeness crab fisheries contribute significantly to the region's economy.

**The Headlands Institute**

is a private nonprofit environmental education program dedicated to inspiring personal connections to the natural world and responsible actions to sustain them. Located in the Golden Gate National Recreation Area, HI serves over 10,000 students and teachers annually through its residential k-12 Field Science, youth leadership and teacher professional development programs. Located at the crossroads of freshwater streams, a brackish lagoon, and the rugged Pacific Coast, HI has a unique opportunity to connect students' upland home watersheds to their downstream estuaries and oceans.

**Immersion Presents**

is a national program, created by Dr. Robert Ballard focused on exploration of the world's oceans, exciting kids about science and technology and igniting their curiosity about future careers in science and related fields. Immersion Presents also utilizes cutting edge technology to share current research expeditions with students of all ages, sharing new discoveries with our audiences as they are happening. Immersion Presents helps provide role models and easy-to-use, interdisciplinary programs that inspire learning by making science fun and accessible. Immersion Presents programs can be used as after school, enrichment, summer, and science club programs.

**Institute for Fisheries Resources**

The Institute for Fisheries Resources is dedicated to the protection and restoration of fish resources and the human economies that depend on them. By establishing alliances among fishing men and women, government agencies, and concerned citizens, IFR unites resource stakeholders, protects fish populations, and restores aquatic habitats.

**La Jolla Friends of the Seals**

La Jolla Friends of the Seals (LJFS) is a non-profit all-volunteer organization that was established in 1999 to offer protection to the La Jolla Harbor Seal Colony and education to the public through its Naturalist-Docent Program, Friends of the Seals. Docents volunteer their time to educate visitors about the harbor seals and other natural treasures in the area.

**Lawrence Hall of Science, University of California, Berkeley**

Established in 1968 at the University of California at Berkeley, the Lawrence Hall of Science (LHS) is a public science center and a national leader in the development of innovative science and mathematics materials and programs for students, teachers, families, and the public at large. Researchers and curriculum designers at LHS develop model programs for teaching and learning science and mathematics, and then disseminate these to an ever-increasing audience. LHS is recognized as a resource center for children, parents, educators, and policymakers seeking to improve the understanding and increase the enjoyment of science and mathematics.

**Marine Activities Resources & Education (MARE)**

is the ocean sciences curriculum and professional development program of the Lawrence Hall of Science at the University of California, Berkeley. MARE is a whole-school interdisciplinary science program at for grades K-8 that offers year-round professional development opportunities, including events that immerse whole schools--faculty, students and families--in the study and celebration of the ocean. MARE works with over 700 schools nationwide and is the lead organization in the Center for Ocean Sciences Education Excellence--California.

**Marine Advanced Technology Education Center (MATE)**

is a national partnership of educational institutions and organizations working to improve marine technical education in the U.S and to meet the workplace needs of America's marine-related workforce and employers. Headquartered at Monterey Peninsula College, the MATE center is one of eleven Advanced Technologic Education (ATE) Centers established with funding from the National Science Foundation's ATE program.

**Marine Conservation Biology Institute (MCBI)**

is a nonprofit scientific and conservation advocacy organization that works to protect and restore marine life on the West Coast, around the United States and beyond by encouraging research and training in marine conservation biology; bringing scientists together to examine crucial marine conservation issues; doing policy research to frame the marine conservation agenda; lecturing, producing books and other publications to educate scientists, the public and decision makers on key issues and building partnerships to solve problems affecting marine life and people.

**The Marine Mammal Center**

is a nonprofit hospital headquartered in Sausalito, California. Staff and volunteers are dedicated to the rescue and rehabilitation of ill and injured marine mammals, to research about their health and diseases and to public education about marine mammals. Since 1975, more than 11,000 California sea lions, elephant seals, porpoises, and other marine life have been treated, rescued along 600 miles of coastline from Mendocino County to San Luis Obispo County. Staff and volunteers uniquely combine rehabilitation with scientific discovery and education programs to advance the understanding of marine mammal health, ocean health and conservation.

**Monterey Bay Aquarium**

The mission of the non-profit Monterey Bay Aquarium is to inspire conservation of the oceans. We support and conduct conservation research programs to generate the scientific findings essential to sound ocean policy decisions. Partnerships include Monterey Bay Aquarium Research Institute (MBARI), Sanctuary Integrated Monitoring Network (SIMoN) and The Ocean Project.

**Monterey Bay Aquarium Research Institute (MBARI)**

Monterey Bay Aquarium's independent sister institution is a world leader in ocean research and education, bringing together engineers and scientists to develop better tools, systems and methods for deep-ocean study.

**Monterey Bay National Marine Sanctuary**

designated in 1992, is a Federally protected marine area offshore of California's central coast. The sanctuary was established for the purpose of resource protection, research, education and public use. Its natural resources include our nation's largest kelp forest, one of North America's largest underwater canyons and the closest-to-shore deep ocean environment in the continental United States. It is home to one of the most diverse marine ecosystems in the world, including 33 species of marine mammals, 94 species of seabirds, 345 species of fishes, and numerous invertebrates and plants. This remarkably productive marine environment is fringed by spectacular coastal scenery, including sandy beaches, rocky cliffs, rolling hills and steep mountains.

**Monterey Bay Sanctuary Foundation**

The mission of the Monterey Bay Sanctuary Foundation is to advance the understanding and protection of the Monterey Bay National Marine Sanctuary and other coastal and ocean resources in California. The organization provides fiscal sponsorship for a variety of organizations and projects and is engaged in four areas of special focus: Science-based Monitoring and Reporting, Water Quality, Marine Protected Areas and Reserves and Underserved Constituent Education.

**Monterey County Convention and Visitors Bureau**

The mission of the Monterey County Convention and Visitors Bureau is to actively market, advertise and promote to the public the full range of destination assets for recreational, cultural, environmental, business and visitor travel that are available in Monterey County, and thereby enhance and promote the travel and tourism industry of Monterey County. The Monterey County Convention and Visitors Bureau shall consolidate tourism services within the county in order to avoid duplication and cost. The Corporation is specifically prohibited from engaging in political activities including partisan politics, endorsement of candidates for public office and attempting to influence the outcome of a vote of an elected body or a public ballot issue.

**Monterey County Hospitality Association**

The purpose of the Monterey County Hospitality Association is to actively foster, protect and represent the interests of the members of the association by providing advocacy and representation on government issues; providing educational resources; and ensuring that the economic benefits of hospitality are made known to the community through active community and business relations efforts.

**The Gordon and Betty Moore Foundation**

Established in September 2000, the Gordon and Betty Moore Foundation seeks to develop outcome-based projects that will improve the quality of life for future generations. We concentrate our funding in three areas of interest to the Moore family: environment, science, and the San Francisco Bay Area. Approved in the summer of 2005, the Marine Conservation Initiative is a 10.5-year plan to advance a suite of globally-applicable marine conservation management tools that contribute to sustainable ocean resource management.

**National Audubon Society**

Audubon's mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity. Our national network of community-based nature centers and chapters, scientific and educational programs, and advocacy on behalf of areas sustaining important bird populations, engage millions of people of all ages and backgrounds in positive conservation experiences.

**National Geographic Society**

The National Geographic Society is the world's largest non-profit scientific and educational organization. The Geographic was founded in 1888 "for the increase and diffusion of geographic knowledge." Since then, it has supported scientific exploration and spread information to its more than 8 million members worldwide. The Santa Barbara office focuses on promotion of ocean literacy to the k-12 education community.

**The National Marine Protected Areas Center**

a collaboration between the National Oceanic and Atmospheric Administration (NOAA) and the Department of the Interior, is developing the framework for a national system of MPAs. The MPA Center also works with government and non-government entities to promote cooperation and offer resources to assist in national dialogue and decision-making about MPAs.

**National Marine Sanctuary Foundation**

is the private, non-profit partner to the federally managed National Marine Sanctuary program. The Foundation was created to assist the Program with education and outreach programs designed to preserve, protect and promote meaningful opportunities for public interaction with the nation's marine sanctuaries. Through public and private sector partnerships the Foundation creates conservation-based research, education and outreach programs for our nation's underwater treasures.

**Natural Resources Defense Council**

NRDC is the nation's most effective environmental action organization. We use law, science and the support of 1.2 million members and online activists to protect the planet's wildlife and wild places and to ensure a safe and healthy environment for all living things.



**The Nature Conservancy**

is an international nonprofit membership organization, whose mission is to preserve plants, animals, and natural communities by protecting the lands and waters they need to survive. Founded in 1951, The Nature Conservancy has safeguarded more than 117 million acres of land and 5,000 acres of river around the world. The Nature Conservancy operates more than 100 marine conservation projects in 21 countries and 22 US states.

**Nature Tourism Planning/Watchable Wildlife, Inc.**

Bob Garrison is the owner and sole proprietor of Nature Tourism Planning, a private consulting firm based in Sacramento, California. Bob's project experience has been focused on the development and marketing of state-wide, regional and site-specific wildlife recreation and educational facilities and programs. He is nationally recognized for his work in developing one of the largest collaborative state wildlife viewing programs in the nation with more than 200 viewing sites, as well as building the nation's largest urban fishing program to serve the needs of ethnically diverse urban residents.

**NOAA Fisheries Service**

is dedicated to the stewardship of living marine resources through science-based conservation and management, and the promotion of healthy ecosystems. As a steward, NOAA Fisheries Service conserves, protects, and manages living marine resources in a way that ensures their continuation as functioning components of marine ecosystems, affords economic opportunities, and enhances the quality of life for the American public.

**NOAA's Marine Debris Program**

The National Oceanic and Atmospheric Administration's (NOAA's) Marine Debris Program is a new NOAA program focused on identifying, removing, reducing, and preventing releases of marine debris (i.e., derelict fishing gear, plastic materials, etc.) in the coastal environment. The goal of the program is to protect our nation's coastal resources and navigational waterways from the adverse impacts of marine debris.

**NOAA National Marine Sanctuary Program**

National marine sanctuaries are our nation's underwater "crown jewels," much like our treasured national parks. NOAA's National Marine Sanctuary Program serves as the trustee for a system of 14 underwater parks, ranging from Washington to Florida, and Lake Huron to American Samoa. To protect their special natural and cultural features, we conduct research and public education programs, while carefully managing recreational and commercial uses within each sanctuary. With the help of our partners and the public, we are working to preserve America's ocean and Great Lakes treasures now and for the future.

**NOAA National Ocean Service (NOS)**

works to observe, understand, and manage our nation's coastal and marine resources. NOS measures and predicts coastal and ocean phenomena, protects large areas of the oceans, works to ensure safe navigation, and provides tools and information to protect and restore coastal and marine resources.

**The Northern California Marine Association (NCMA)**

a non profit trade association incorporated in 1984, represents businesses involved in the recreational boating industry; including boat dealers, brokers, marinas, boat yards, chandleries, marine equipment and electronics suppliers, publishers, and marine finance and insurance specialists. The NCMA mission is to promote the recreational marine industry and the interests of the NCMA members by producing boat shows, providing promotional and educational programs, legislative action, and member services.

**Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve**

The Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve, part of the National Marine Sanctuary Program, is the single largest conservation area to be established in the U.S., encompassing 132,000 square miles of thriving coral reef ecosystems. The reserve is currently undergoing a public process to be designated a national marine sanctuary, to provide long-term resource protection for this remote, ecologically rich region.

**The Oakland Museum**

of California provides unique collections, exhibitions and educational opportunities designed to generate a broader and deeper understanding of and interest in California's environment, history, art and people. Museum programs are responsive, accessible and meaningful to the public, including school children, teachers, scholars, the immediate Oakland community, and an increasingly diverse California population.

**Ocean Discovery!**

was established in 2004 with the philosophy that people of all ages enjoy learning through hands-on exploration and have a natural curiosity about the ocean and its mysteries within. Their goal is to actively involve people in issues that affect their precious coastline. They strive to motivate people to learn about the ocean through participation in interactive activities, increase awareness of the latest scientific endeavors, and promote conservation and restoration efforts.

**The Ocean Channel, Inc.**

is a new-media corporation based in Santa Barbara, CA. Its focus is the aggregation, production and distribution of premium ocean content for an array of media--Broadband Internet, television, and DVD home video. The Ocean Channel, Inc. was founded in April of 2000 and seeks global partnerships with filmmakers, marine institutes, universities, and marine conservation organizations. The Ocean Channel is also the section of Ocean.com dedicated to providing visitors with high quality, educational, and entertaining ocean programming.

**The Ocean Conservancy**

is a national non-profit advocacy organization that promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human life. Through research, education, and science-based advocacy, The Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the oceans. In all its work, The Ocean Conservancy strives to be the world's foremost advocate for the oceans.

**The Ocean Project**

has grown from a handful of American aquariums in 1998 to a global network of approximately 600 partners in all 50 states and 45 countries, collectively reaching an audience of 200 million visitors and members. The Ocean Project has primarily focused on creating a paradigm change in the way zoos, aquariums, and museums (ZAMs) approach education by helping partner staff more effectively educate and communicate with their visitors for conservation outcomes.

**O’Neill Sea Odyssey (OSO)**

is a non-profit organization engaging 4th - 6th grade youth with hands-on education programming in navigation, marine and watershed ecology, and marine science on a 65-foot catamaran sailing Monterey Bay, and in a shore-side education center. The program is free to the schools it serves, and each class completes a community service project. *Our mission is to provide a hands-on educational experience to encourage the protection and preservation of our living sea and communities.* OSO has served over 32,000 youth since December 1996.

**The Orange County Coastkeeper**

founded in 1999, is a non-profit organization dedicated to the protection and preservation of the marine habitats and watersheds of Orange County through programs of education, restoration, enforcement and advocacy. We work with business, developers, cities, elected officials and regulatory agencies to develop solutions to the problems of polluted urban runoff.

**The Otter Project**

The Otter Project exists to promote the rapid recovery of the California sea otter, an indicator of near shore ocean health, by facilitating research and communicating research results to the general public and policy makers.

**The David and Lucile Packard Foundation**

is family foundation that for over 40 years has been guided by the business philosophy and values of our founders, David and Lucile Packard. The Conservation and Science Program is focused on the challenge of sustainability, finding paths for human progress that protect and restore the ecological systems upon which all life depends. The foundation supports initiatives to secure public policy reforms and changes in private sector practices as well as scientific activities to develop essential knowledge and tools for addressing current and future priorities.

**Patagonia**

Patagonia is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over \$20M to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Incorporating environmental responsibility in to product development, the company has, since 1996, used only organically-grown cotton in its clothing line, and is noted world-wide for using recycled soda bottles in many of its polyester fleece garments. Known for a unique corporate culture, the company has been recognized for many years by *Working Mother* magazine as one of the “100 Best Companies for Working Mothers,” and is a regular recipient of recognition by *Fortune* and *Human Resources Management* magazine as one of the “100 Best Companies to Work for in America, ” most recently noted as 14<sup>th</sup> in the listing of the Top 25 Medium-sized Companies.

### **Point Reyes National Seashore**

One of America's greatest coastlines, Point Reyes National Seashore (Marin County) comprises over 71,000 acres, including 32,000 acres of wilderness area. Estuaries, windswept beaches, coastal grasslands, salt marshes, and coniferous forests create a haven of 80 miles of unspoiled and undeveloped coastline. Located just an hour's drive from an urban area populated by eight million people, the park receives over 2.5 million visitors annually. The park is also adjacent to the Gulf of the Farallones and Cordell Bank National Marine Sanctuaries. Because of extensive upwelling of cold, ocean water, the two sanctuaries are one of the richest offshore biological systems in the world.

### **Point Reyes National Seashore Association**

is a 501 (c)(3) nonprofit organization working in coordination with the National Park Point Reyes National Seashore. Our ongoing mission is preserving the extraordinary wilderness here and educating the public about the environment. Last year, with the support of our members, the Seashore Association sponsored more than \$400,000 worth of preservation projects in the park and more than 4,000 children and adults attended our environmental education programs.

### **PISCO**

Established in 1999, PISCO is a large-scale marine research program that focuses on understanding the nearshore ecosystems of the U.S. West Coast. An interdisciplinary collaboration of scientists from four universities (Oregon State University, UC Santa Cruz, Stanford University, and UC Santa Barbara), PISCO integrates long-term monitoring of ecological and oceanographic processes at dozens of coastal sites with experimental work in the lab and field. We explore how individual organisms, populations, and ecological communities vary over space and time. PISCO's findings are applied to issues of ocean conservation and management, and are shared through our public outreach and student training programs.

### **PRBO Conservation Science**

125 staff and seasonal scientists advance conservation through bird and ecosystem research. Our research sites range from Alaska to Antarctica, on land and at sea. Founded in 1965 as Point Reyes Bird Observatory, PRBO Conservation Science partners with hundreds of governmental and non-governmental agencies as well as private interests to ensure that every dollar invested in conservation yields the most for biodiversity -- benefiting our environment, our economy and our communities.

### **Project AWARE**

(Aquatic World Awareness Responsibility and Education) is the dive industry's leading nonprofit environmental organization dedicated to conserving underwater environments through education, advocacy and action. We accomplish this mission by involving divers and water enthusiasts in environmental activities like International Cleanup Day and Dive In To Earth Day. Project AWARE inspires conservation through public awareness and education campaigns such as Protect the Sharks, Protect the Living Reef and AWARE Kids. The Foundation's Grant Program provides funding for environmental projects, species research and volunteer-supported community activism. Project AWARE offices located in the United States, Australia, Japan, the United Kingdom and Switzerland combine efforts to protect aquatic resources in 175 countries of the world.

**ProjectBluePrint**

Integrated Marketing Solutions for Business, Non Profit and Community Initiatives. Charting a course for action and achieving objectives by integrating solutions through marketing and communications project management. ProjectBlueprint specializes in cause-related initiatives within the fields of conservation, the environment and sustainable business.

**The San Francisco Bay National Estuarine Research Reserve (NERR)**

is part of a network of 26 reserves established for long-term research, education and stewardship of the nation's estuaries. The San Francisco Bay NERR includes two of the largest, most pristine tidal wetlands in the San Francisco Estuary: China Camp State Park in Marin County and Rush Ranch in Solano County. In addition to coordinating and supporting research within the Reserve, the San Francisco Bay NERR provides education programs about estuaries and wetlands for the public, educators, and coastal decision makers. San Francisco Bay NERR is a partnership among NOAA, San Francisco State University, California State Parks, the Solano Land Trust and the Bay Conservation and Development Commission.

**San Francisco Bay National Wildlife Refuge Complex**

spans over 38,000 acres across seven different Refuges in the San Francisco and Monterey Bay areas. The Mission of the Complex is to protect migratory birds, endangered species and their habitats, and to provide wildlife oriented recreation opportunities for the general public. The National Wildlife Refuge system, administered by the U.S. Fish and Wildlife Service, is the largest system of lands in the world dedicated primarily to the conservation of wildlife.

**San Francisco Ocean Film Festival**

is a volunteer driven educational non-profit. We produce an annual film festival - our 4th Festival will be in early 2007 and feature documentaries, filmmakers, and subject matter experts. During 2006 we plan to continue building our program of interim screenings in San Francisco and other communities, and we're interested in talking with potential partners.

**Santa Cruz Conference and Visitors Council**

The mission of the Santa Cruz County Conference & Visitors Council is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs, including advertising, promotion and visitor services. The priority is in attracting high-yield overnight business during the off-peak periods of the year.

**Santa Monica Mountains National Recreation Area**

Santa Monica Mountains National Recreation Area is a cooperative effort that joins federal, state and local park agencies with private preserves and landowners to protect the natural and cultural resources of this transverse mountain range and seashore. Located in a Mediterranean ecosystem, the Santa Monica Mountains contain a wide variety of plants and wildlife. The mountains also have an interesting and diverse cultural history that begins with the Chumash and Gabrielino/Tongva peoples and continues today in "L.A.'s backyard."

**Scripps Institution of Oceanography, UCSD**

Scripps Institution of Oceanography, at the University of California, San Diego, is one of the oldest, largest, and most important centers for global science research and graduate training in the world. The National Research Council has ranked Scripps first in faculty quality among oceanography programs nationwide. The scientific scope of the institution has grown since its founding in 1903 to include biological, physical, chemical, geological, geophysical, and atmospheric studies of the earth as a system. More than 300 research programs are under way today in a wide range of scientific areas. Scripps operates one of the largest U.S. academic fleets with four oceanographic research ships and one research platform for worldwide exploration.

**Seaflow**

is an educational nonprofit organization building an international movement dedicated to protecting whales, dolphins and all marine life from active sonars and other lethal ocean noise pollution. We draw on science, creative action, the arts, and community for inspired participation to safeguard the web of life.

**Sea Grant Program, USC**

The Sea Grant Program at the University of Southern California has served the Southern California coastal region for over 30 years, funding research, transferring results to government agencies and stakeholders, and providing information about marine resources, recreation and education to the public. Competition for coastal resources -- for ports and harbors, coastal recreation, fisheries, petroleum, waste and sewage disposal, and others -- means that decision makers need accurate and timely information on which sound management decisions can be based. Sea Grant research and outreach projects emphasize topics related to the "Urban Ocean," USC Sea Grant's thematic focus. In many cases, project results can be applied to other cities facing similar urban resource and management.

**Sea Studios Foundation**

Sea Studios Foundation is dedicated to communicating a sense of wonder, appreciation and respect for the world around us. By revealing new science, communicating uncommon natural history, and utilizing stunning photography, the organization generates a new brand of engaging, educational television programs. Through better understanding will come better conservation and more sustainable practices.

**SeaWeb**

is a communications-based nonprofit organization that uses social marketing techniques to advance ocean conservations. SeaWeb's programs combine science, communications and policy expertise to recruit and amplify leading voices for ocean conservation. Our work is grounded in first-rate scientific research and data collection, and we use our strategic communications skills to translate this information into understandable and relevant initiatives. SeaWeb initiatives include the Seafood Choices Alliance, COMPASS, Asia Pacific Programs, and the Marine Photobank. SeaWeb has also led successful social marketing campaigns such as Caviar Emptor and Give Swordfish a Break.

### **Seymour Marine Discovery Center**

is dedicated to educating people about the role scientific research plays in the understanding and conservation of the world's oceans. Located on the bluffs overlooking Monterey Bay, the Seymour Center is dedicated to giving the community an inside look at Long Marine Lab, the world-class marine research facility of UC Santa Cruz. Exhibits feature the work of UCSC scientists, while volunteers guide the public throughout the center. Highlights include Ms. Blue - the world's largest displayed whale skeleton, exhibit halls, aquarium, and the Ocean Discovery Shop. Guided tours, educational programs tailored for school children of all ages, and an array of daily specialty programs focus on different aspects of marine science.

### **Shifting Baselines**

Shifting Baselines is a partnership between ocean conservation and Hollywood with 22 partner groups including founding partners Scripps Institution of Oceanography, The Ocean Conservancy, and Surfrider Foundation. The "project" was created in 2003 by filmmaker and former marine biologist Randy Olson, marine biologists Dr. Jeremy Jackson (Scripps) and Dr. Steven Miller (UNCW), and Hollywood movie producer Gale Anne Hurd ("Terminator"). The two major goals are to help halt ocean decline and to improve the mass communication of ocean conservation. We are working on this through the production of novel mass communications tools including Public Service Announcements for television starring known personalities, short films starring comic actors from The Groundlings Comedy Theater, Flash slide shows, a stand-up comedy contest, a photo contest, and the SB Blog.

### **Surfrider Foundation**

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and preservation of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers, the Surfrider Foundation now maintains over 40,000 members and 60 chapters across the United States and Puerto Rico, with international affiliates in Australia, Europe, Japan and Brazil.

### **UCSB, Marine Science Institute (MSI)**

The Marine Science Institute (MSI), established at the University of California, Santa Barbara in 1969, is the focus for marine, coastal zone, and freshwater research; marine policy studies; and educational outreach in marine science. MSI administers and supports research projects involving faculty, professional researchers, technical staff, graduate students, and undergraduate students from 14 disciplines. MSI has an extensive education and outreach program that works with K-12 students and teachers, undergraduate and graduate students, and the public.

### **WiLDCOAST**

WiLDCOAST is an international conservation team, dedicated to the preservation of endangered species and threatened coastal wildlands. Through community outreach, activism and media campaigns, we eliminate threats to imperiled beaches, bays, lagoons, and islands and develop reserves to protect them into the future. WiLDCOAST has spent the last decade building partnerships and professional friendships with critically situated conservationists, fisherman, community activists, ranchers, and the families who inhabit these endangered places.

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